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--1. (Twice Amended) A liquid crystal display device comprising:

an illumination device;

a light control element arranged at a projected light side of the illumination device;

a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is adjusted so as to be substantially perpendicular or substantially parallel to a control axis of the light control element;

a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer; and

a screen arranged at an upper portion of the liquid crystal display element;

wherein the light control element is the only light control element arranged between the illumination device and the reflective polarizer.--

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--5. (Twice Amended) A liquid crystal display device according to claim 3, wherein the screen is composed so as to absorb external light and to transmit the projected light from the illumination device.--

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--11. (Twice Amended) A liquid crystal display device comprising:

an illumination device;

a light control element arranged at a projected light side of the illumination device;

a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is adjusted so as to increase a transmission rate of projected light from the illumination device;

a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer; and

a screen arranged at an upper portion of the liquid crystal display element;

wherein the liquid crystal display element includes:  
at least a pair of transparent substrates;  
a liquid crystal layer interposed between the pair of transparent substrates; and

a pair of absorption type polarizers arranged so that the pair of transparent substrates are held between the pair of absorption type polarizers; and

wherein a half-value width of projected light  $\theta_1$  (an angular range wherein a brightness becomes 1/2 of a peak value) from the illumination device in at least a certain direction satisfies a relationship expressed by the following equation:

$$\theta_1 \leq \sin^{-1}(n \cdot \sin(\tan^{-1}(2d/t)))$$

where

t is a thickness of each of the pair of transparent substrates,

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n is a refractive index of each of the pair of transparent substrates,

and

d is a length of the pixel in a minor axis direction of the pixel.

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12. (Three Times Amended) A liquid crystal display device according to claim 10, wherein the liquid crystal layer, the reflective polarizer, the absorption type polarizers, and the reflective color selective layer are arranged so that a stripe direction of the reflective color selective layer coincides with an axis in a scattering direction of the screen.

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13. (Twice Amended) A liquid crystal display device comprising:

an illumination device;

a light control element arranged at a projected light side of the illumination device;

a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is adjusted so as to be substantially perpendicular or substantially parallel to a control axis of the light control element;

a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer so that a major axis direction of a pixel of the liquid crystal display element is arranged approximately parallel to a direction in which a linearly polarized light component of projected light projected from the illumination device is high; and

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element;  
a screen arranged at an upper portion of the liquid crystal display  
wherein the light control element is the only light control element  
arranged between the illumination device and the reflective polarizer.--

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--19. (Twice Amended) A liquid crystal display device comprising:  
an illumination device;  
a light control element arranged at a projected light side of the  
illumination device;  
a reflective polarizer arranged at an upper portion of the light  
control element;  
a liquid crystal display element for controlling polarization of  
projected light projected from the reflective polarizer so that a major axis  
direction of a pixel of the liquid crystal display element is arranged  
approximately parallel to a direction in which a linearly polarized light component  
of projected light projected from the illumination device is high; and  
a screen arranged at an upper portion of the liquid crystal display  
element;  
wherein the liquid crystal display element includes:  
at least a pair of transparent substrates;  
a liquid crystal layer interposed between the pair of transparent  
substrates; and

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a pair of absorption type polarizers arranged so that the pair of transparent substrates are held between pair of absorption type polarizers; and wherein a half-value width of projected light  $\theta_1$  (an angular range wherein a brightness becomes 1/2 of a peak value) from the illumination device in at least a certain direction satisfies a relationship expressed by the following equation:

$$\theta_1 \leq \sin^{-1}(n \cdot \sin(\tan^{-1}(2d/t)))$$

where

*t* is a thickness of each of the pair of transparent substrates,

*n* is a refractive index of each of the pair of transparent substrates,

and

*d* is a length of the pixel in a minor axis direction of the pixel.

20. (Twice Amended) A liquid crystal display device comprising:

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an illumination device;  
a light control element arranged at a projected light side of the illumination device;

a reflective polarizer arranged at an upper portion of the light control element so that a polarized light transmission axis of the reflective polarizer is so that a polarized light transmission axis of the reflective polarizer is adjusted so as to be substantially perpendicular or substantially parallel to a control axis of the light control element;

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a liquid crystal display element for controlling polarization of projected light projected from the reflective polarizer so that a major axis direction of a pixel of the liquid crystal display element is arranged approximately parallel to a direction in which a linearly polarized light component of the polarized light projected from the illumination device is high; and

a screen arranged at an upper portion of the liquid crystal display element;

wherein the light control element is the only light control element arranged between the illumination device and the reflective polarizer.--

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